

What is claimed is:

1. A television system comprising:
a receiver for receiving a television signal including a
television program and an address for a data site;
5 a decoder for extracting the address of the data site from
the television signal;
a memory for storing the extracted address and information
about the television program;
a communication device in two-way communication with the
10 data service provider;
a user input device for receiving user input; and
a microprocessor coupled to the memory and the communication
device and configured to store data for an icon representative of
the data site address and superimposing the icon over the
15 television program on a display device, to retrieve the data site
address and the information about the television program from the
memory in response to a user selection, and to control the
communication device to retrieve data corresponding to the data
site address from the data service provider in response to the
20 user, wherein the television program, the data from service
provider, and the information about the television program are
displayed in three non-overlapping regions on the display screen.

2. The television system of claim 1, wherein the data
service provider is an Internet service provider.

25 3. The television system of claim 1, wherein the icon
includes a textual description of the data corresponding to the
data site address.

30 4. The television system of claim 1, wherein the
microprocessor displays the icon substantially immediately after
receiving the data site address.

5. The television system of claim 1, further comprising a picture-in-picture (PIP) generator, wherein the television program is displayed in a PIP window simultaneously with the information representative of the data site address on the
5 display device.

6. The television system of claim 1, wherein the data corresponding to the data site address is purchasing information.

7. The television system of claim 1, wherein the data corresponding to the data site address comprises commands for
10 controlling recording of a television program.

8. The television system of claim 1, wherein the decoder is a vertical blanking interval (VBI) decoder.

9. The television system of claim 1, further comprising a portable device and wherein the microprocessor is further
15 configured to transmit the received data site address to the portable device for storage.

10. The television system of claim 9, wherein the microprocessor transmits the received data site address to the portable device in a wireless manner.

20 11. The television system of claim 9, wherein the portable device includes means for a two-way communication with the data site using the stored data site address.

12. The television system of claim 11, wherein the means for a two-way communication with the data site is a wireless
25 communication means.

13. A method for enhancing viewing of a television program with interactive information retrieval comprising:
receiving a television signal including a television program

- and an address for a data site;
- extracting the address of the data site from the television signal by a decoder;
- storing the extracted address and information about the
- 5 television program;
- receiving user input;
- storing data for an icon representative of the data site address and superimposing the icon over the television program on a display device;
- 10 retrieving the data site address and the information about the television program from the memory in response to a user selection; and
- retrieving data corresponding to the data site address from the data service provider in response to the user, wherein the
- 15 television program, the data from service provider, and the information about the television program are displayed in three non-overlapping regions on the display screen.
14. The method of claim 13, wherein the data service provider is an Internet service provider.
- 20 15. The method of claim 13, wherein the icon includes a textual description of the data corresponding to the data site address.
16. The method of claim 13, wherein the icon is displayed substantially immediately after receiving the data site address.
- 25 17. The method of claim 13, further comprising displaying the television program in a picture-in-picture (PIP) window simultaneously with the information representative of the data site address.
18. The method of claim 13, wherein the data corresponding
- 30 to the data site address is purchasing information.

19. The method of claim 13, wherein the data corresponding to the data site address comprises commands for controlling recording of a television program.

20. The method of claim 13, wherein the address for the
5 data site is received in a vertical blanking interval (VBI) of the television signal.

21. A method for enhancing viewing of a television program with interactive information comprising:

receiving a television signal including a television program
10 and an address for a data site;

extracting the data site address from the television signal;

establishing a connection with a data site corresponding to the data site address;

displaying information about a related television program
15 from the data site; and

selecting the displayed information about the related television program from the data site to schedule a recording or viewing of the related television program.

22. The method of claim 21, further comprising receiving
20 channel, day, time, and length information for the selected television program from the data site.

23. The method of claim 21, wherein the address for the data site is received in a vertical blanking interval (VBI) of the television signal.

25 24. The method of claim 21, wherein the data site is a web site.

25. A television system for enhancing viewing of a television program with interactive information comprising:

a receiver for receiving a television signal including a
30 television program and an address for a data site;

a decoder for extracting the data site address from the television signal;

5 a microprocessor configured to establish a connection with a data site corresponding to the data site address and display information about a related television program from the data site in a display monitor; and

10 a user input device for selecting the displayed information about the related television program from the data site to schedule a recording or viewing of the related television program.

26. The television system of claim 25, further comprising means for receiving channel, day, time, and length information for the selected television program from the data site.

27. The television system of claim 25, wherein the decoder 15 is a vertical blanking interval (VBI) decoder.

28. The television system of claim 25, wherein the data site is a web site.

29. A method for enhancing viewing of a television program with interactive information comprising:

20 establishing a connection with a remote data site;

linking an article at the data site with data related to a television program;

displaying the article from the data site; and

25 selecting an identifier in the displayed article to schedule a recording or viewing of the television program.

30. The method of claim 29, further comprising receiving channel, day, time, and length information for the selected television program from the data site.

31. The method of claim 29, wherein the data site is a web 30 site.

32. The method of claim 31, wherein the identifier is a hypertext in the article.

33. A television system for enhancing viewing of a television program with interactive information comprising:

- 5 means for establishing a connection with a remote data site;
- means for linking an article at the data site with data related to a television program;
- means for displaying the article from the data site; and
- means for selecting an identifier in the displayed article
- 10 to schedule a recording or viewing of the television program.

34. The television system of claim 33, further comprising means for receiving channel, day, time, and length information for the selected television program from the data site.

35. The television system of claim 33, wherein the data site is a web site.

36. The method of claim 35, wherein the identifier is a hypertext in the article.